

# California Rice Commission

## Notice of Meeting & Agenda

Domestic Marketing & Promotion Committee  
1:30 p.m., Wednesday, November 3, 2010  
Conference Call

To participate in the call,  
Please contact the CRC at 916-387-2264  
To obtain conference call information

For access to a telephone, visit the  
California Rice Commission Office:  
8801 Folsom Blvd., Ste. 172  
Sacramento, CA 95826  
Or  
Marketing Branch Office:  
560 J St., Ste. 170  
Sacramento, CA 95814

### Agenda Item

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- I. Administration
  - A. Roll Call
  - B. Call to Order
- II. Approval of Minutes
- III. 2010/11 Program of Work Updates (Brief Updates)
  - A. # M-1 Contact with Target Audiences through Public Education,  
(\$154,775)
    - i. Media Update
    - ii. Legislative Day Update
    - iii. Advertising Update
    - iv. CRC Web Site Update
    - v. CRC Logo Redesign
- IV. Sustainability Update
- V. Committee Name
  - A. Staff Recommendation: Domestic Committee or Public Education  
Committee

VI. Personnel - Closed Session (California Government Code 11126(a))

- A. The Committee may go into closed session to discuss and make recommendations to Board regarding appointment, employment or dismissal of an employee.
- B. Return to open session and announce action taken in closed session, if any.

VII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)

- A. The Committee may go into closed session to discuss pending litigation.
- B. Return to open session and announce action taken in closed session, if any.

VIII. Issues and Scheduling for Next Meeting

- A. Scheduling of Future Meetings

IX. Adjourn

*All items are subject to discussion and action. All meetings of the California Rice Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting.*

*Persons with disabilities needing special accommodation should contact Jessica Welch, Executive Assistant, California Rice Commission at (916) 387-2264 at least five days prior to the meeting.*

*This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Tim Johnson, President & CEO, California Rice Commission at (916) 387-2264.*